

## Posts

- **Use #Hashtags** - #HuntsvilleRotaryClub, #Rotary, #PeopleofAction – so that people searching on these words can find your post.
- **Use Personalization/relatability** (first names of people in your photo or post).
- **Feature the beneficiaries** of your club's service, if you're using a local photo.
- **Utilize People of Action images/short Rotary videos** (2 minutes or less) – available in the Rotary Brand Center.

**To get to the Brand Center, Log in to Rotary.org:** My Rotary > News and Media > Brand Center > (scroll down to) People of Action > Learn More > Toolkits

- **Show club project action/interaction with non-Rotarians** in local photos
- **Use action verbs** in the post: **Teaching** kids to read in (location)
- **Use of the People of Action** messages/key words/overlays in your post
- **Use your club name** - **Richmond Rotary Club - We Are #PeopleofAction!**
- Include a Call to Action – Share this, Join us, Check us out, Meet us at (location)
- **Tag people** in your club, people in partner organizations, and others who can extend the reach of your post.
- **Post to Pages** you follow and **Groups** you have joined/Ask others to share.
- **Boost posts** that receive a significant number of likes and shares.

## Facebook Photos: Image Upload Sizes

**Post (shared) Image:** Optimal size is 1,200 x 630 pixels. These guidelines will help you select and edit your shared images for optimum quality:

- Recommended upload size is 1,200 x 630 pixels.
- Will appear with a maximum width of 470 pixels in Facebook feed.
- Will appear on a Facebook page with a maximum width of 504 pixels.
- Facebook will automatically resize and format your photos once you upload them..

**Shared Link:** Facebook recommends that the ideal size for the thumbnail image that appears with link shared in a post is 1200 x 628 pixels.

**Profile Photo:** The image you upload should be 340 x 340 pixels for optimum clarity on retina screens. This is twice as large as profile images are displayed on desktop.

**Cover Photo:** Uploading a 1656 x 930 pixel image ensures that your cover photo will be fully optimized for high resolution devices, and will also accommodate the differing formats of desktop and mobile cover photos. The People of Action banners are already sized for this use.

**Event Image:** To ensure the best display across all devices, the event image you upload should once again be twice as large as the displayed image's size. This means uploading a 1000 x 524 pixel image for your event.

**To check the pixel size of a photo:** Right-click if you are using a PC or Ctrl-click if you are using a Mac. Choose Properties on the menu. Click the Details tab.

**If your photos aren't the right pixel size:** try an online photo editor. Two easy and free options (both allow a limited number of photos sized free per month) are **Stencil** and **Snappa**.